



# **LINK YOUR COMMUNITY WITH QUALITY HEALTH INFORMATION: A SKILL BUILDING WORKSHOP**

**April 16, 2019**

**National Network of Libraries of  
Medicine- Middle Atlantic Region**

# OBJECTIVES



By the end of the session, participants will understand how to evaluate online health information for reliability

By the end of the session, participants will be able to demonstrate the use of at least three National Library of Medicine resources that they can turn to for evidence-based health information

# AGENDA

NLM & NNLM Introduction



Evaluating Health Information



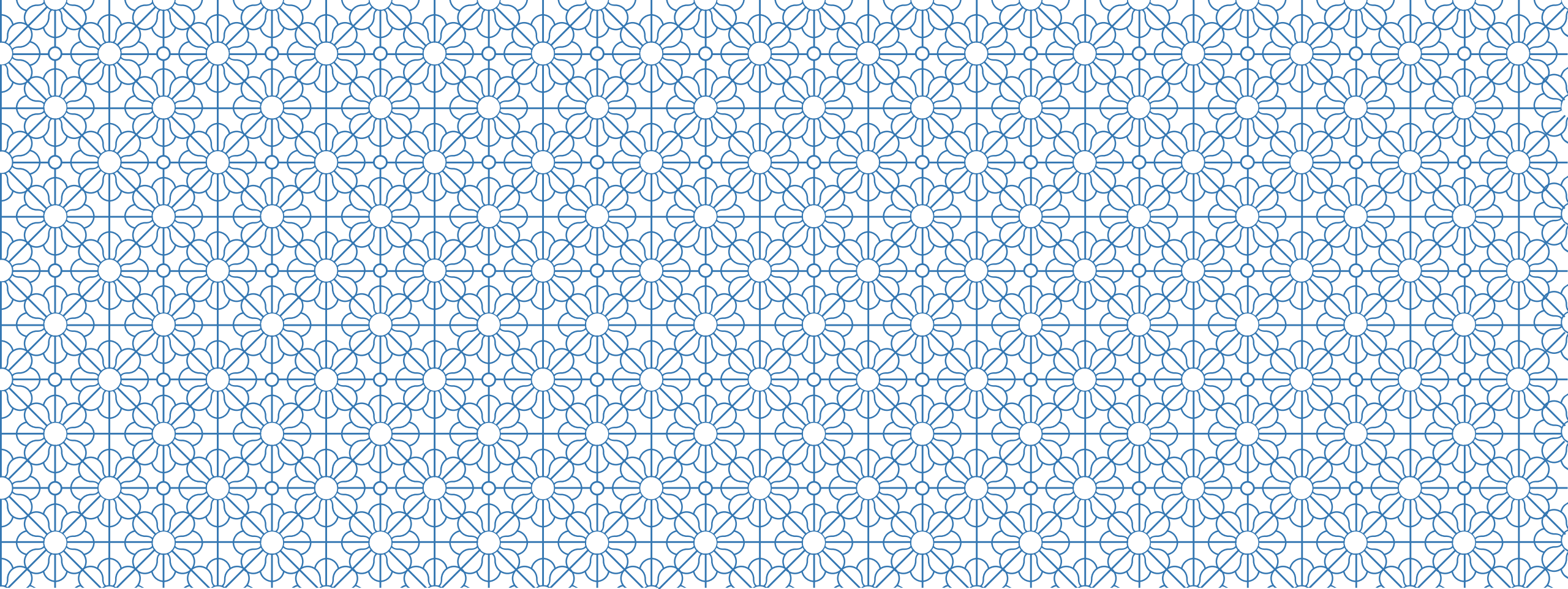
Education Tools



Resource speed dating!



Regroup



# NATIONAL LIBRARY OF MEDICINE & NATIONAL NETWORK OF LIBRARIES OF MEDICINE

*Who we are, what  
we do...*



# THE NATIONAL LIBRARY OF MEDICINE

World's largest biomedical library

Founded in 1836

Part of the National Institutes of Health

Produces a large number of electronic resources in addition to maintaining a print collection

Supports and conducts research, development, and training related to biomedical information



# NATIONAL NETWORK OF LIBRARIES OF MEDICINE

## Program Coordinated by NLM to:

- Provide health professionals with equal access to biomedical information
- Improve the public's access to information to make informed health decisions

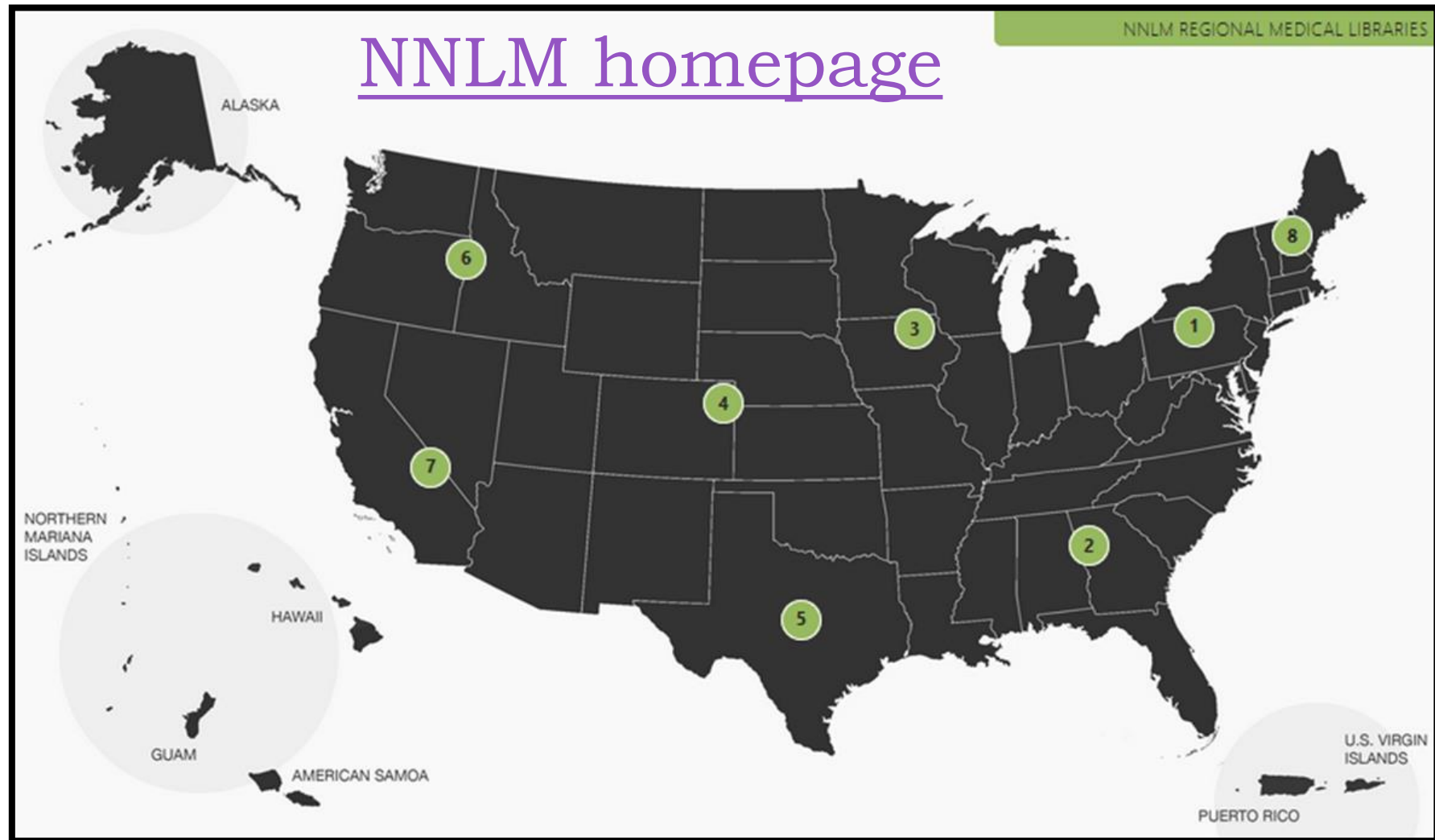
## Members include:

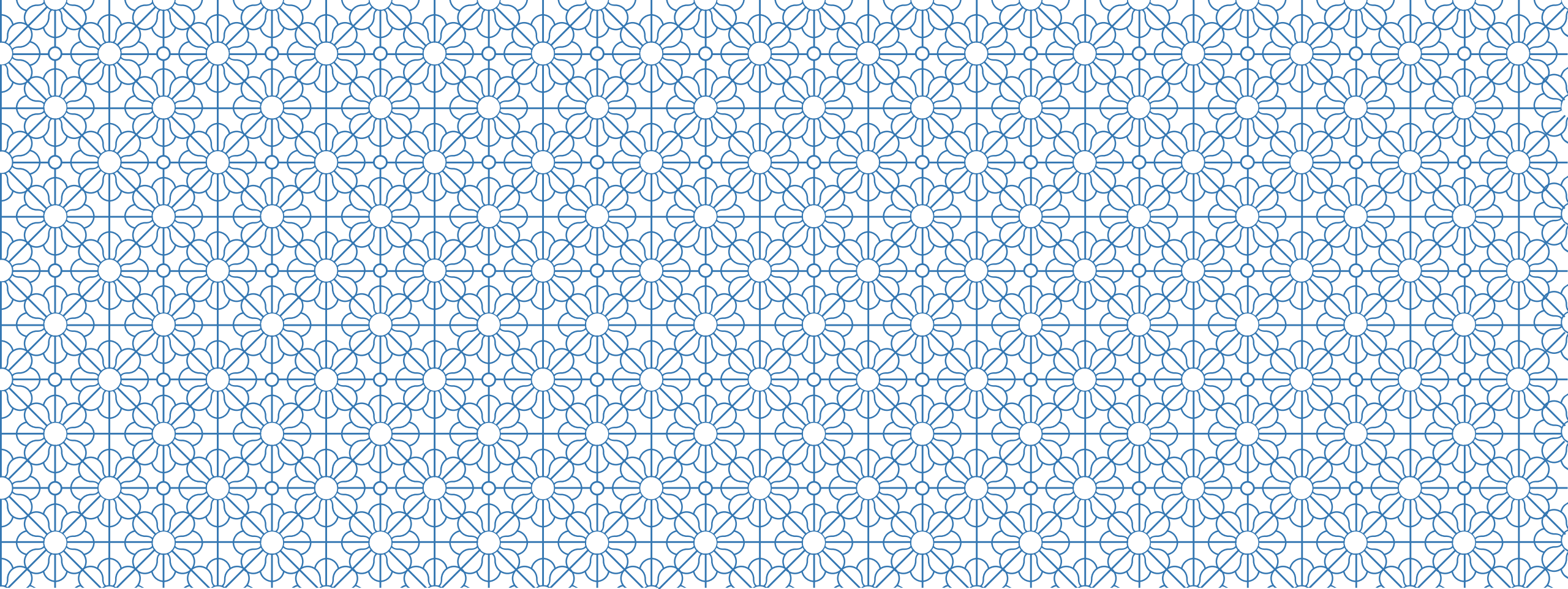
- Health departments
- FQHCs
- Faith-based organizations
- Hospitals
- Schools
- Public Libraries



**U.S. National Library of Medicine**  
*National Network of Libraries of Medicine*

# NNLM





# EVALUATING HEALTH INFORMATION

*Real vs. fake...*



# WHY IS THIS IMPORTANT?

72% of internet users looked for health information online in 2012<sup>2</sup>

The information obtained may increase feelings of self-efficacy and empowerment<sup>1</sup>

There is variation in the accuracy of online health information, and therefore a need for e-health literacy<sup>2</sup>

Those with higher e-health literacy get more positive outcomes from searching for health information online<sup>1</sup>

<sup>1</sup> Sbaffi & Rowley (2017). Trust and Credibility in Web-Based Health Information: A Review and Agenda for Future Research. *Journal of Medical Internet Research*, 19(6), e218.

<sup>2</sup> LaValley, Kiviniemi & Gage-Bouchard (2016). Where People Look for Online Health Information. *Health Information & Libraries Journal*, 34, 146-155.

# HOW CAN YOU TELL YOUR COMMUNITY TO EVALUATE AN ONLINE HEALTH RESOURCE?



# HOW CAN YOU TELL YOUR COMMUNITY TO EVALUATE AN ONLINE HEALTH RESOURCE?- CRAAP TEST



# CURRENCY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

## Currency

- When was the information written, published or updated?
- If the site links to other sites, do the links work?

# RELEVANCE- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

## Relevance

- Does the information answer your question?
- Who was the information written for?
- Have you looked other sources before choosing this one?



# AUTHORITY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

## Authority

- Who wrote the information?
- Are they qualified to tell you about this topic?
- Is there contact information for the organization or author?
- What is the URL?

# ACCURACY- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

## Accuracy

- Is the information supported by science?
- Can you find this information in another source or does it match what you already know?
- Is the information written in a way that is unbiased and free of emotion?
- Are there spelling, grammar, or other errors?

# PURPOSE- HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

## Purpose

- Why was this written? Is it to inform, teach, sell, entertain or persuade?
- Do the authors/sponsors make their intentions or purpose clear?

# HOW CAN YOU TELL A PATIENT TO EVALUATE AN ONLINE HEALTH RESOURCE?

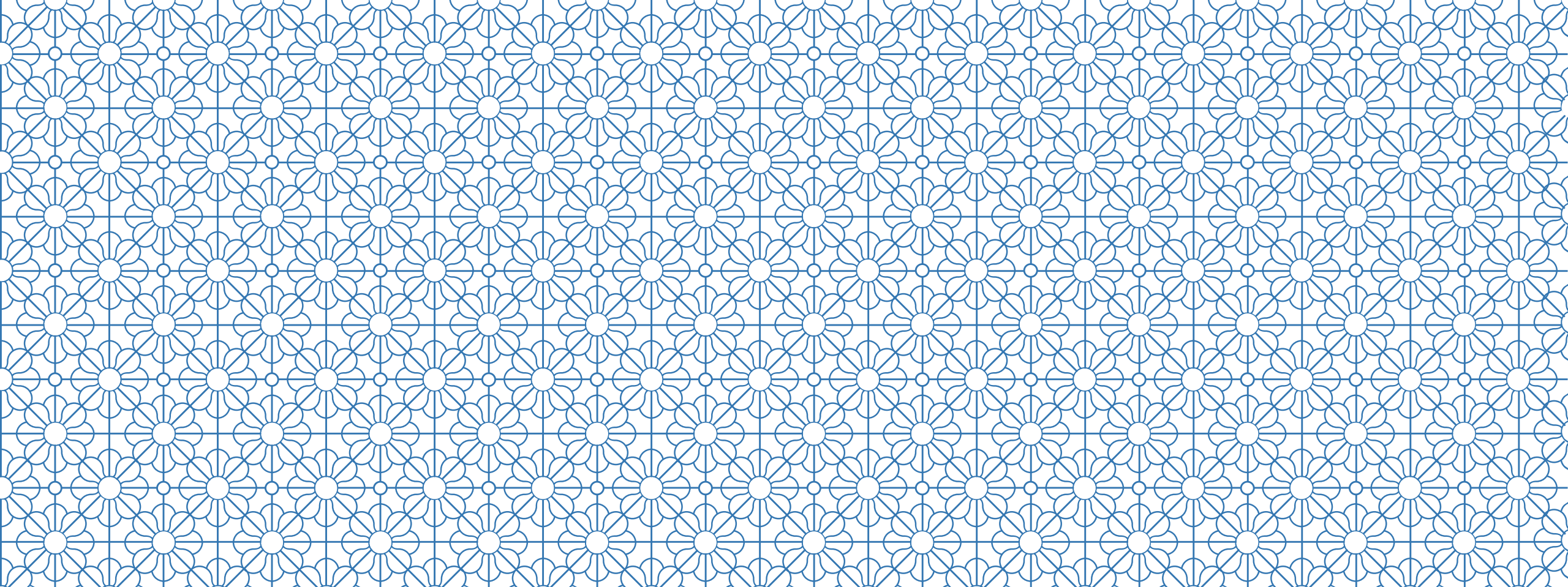
Currency

Relevance

Authority

Accuracy

Purpose



# NATIONAL LIBRARY OF MEDICINE RESOURCES

*Where you go for  
trusted health  
information...*



[GO](#)[About MedlinePlus](#) [Site Map](#) [FAQs](#) [Customer Support](#)[Health Topics](#)[Drugs & Supplements](#)[Videos & Tools](#)[Español](#)

### Health Topics

Find information on health, wellness, disorders and conditions



### Drugs & Supplements

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements

[Share MedlinePlus](#)

**September is National Prostate Cancer Awareness Month.**

Learn more about **Prostate Cancer Screenings**.

[1](#)[2](#)[3](#)[4](#)[II](#)

# MEDLINEPLUS

[MedlinePlus](https://medlineplus.gov/)

(<https://medlineplus.gov/>)



NLM main portal for consumer health information

The resources provided are only from trusted sources of health information

Available in English and Spanish

Offers information on over 1,000 health topics, including:

- Medications and supplements
- Lab tests
- Health conditions
- Wellness
- Demographic groups

[MedlinePlus Homepage](https://medlineplus.gov/)

(<https://medlineplus.gov/>)

# MEDLINEPLUS QUALITY GUIDELINES

Accurate, science- based information

Information appropriate for MedlinePlus audience & easy to use

List of links are reviewed

Preference given to pages free from advertising

Availability and maintenance of webpage





GO

[About MedlinePlus](#) [Site Map](#) [FAQs](#) [Customer Support](#)

[Health Topics](#)

[Drugs & Supplements](#)

[Videos & Tools](#)

[Español](#)



### Health Topics

Find information on health, wellness, disorders and conditions



### Drugs & Supplements

Learn about prescription drugs, over-the-counter medicines, herbs, and supplements



### Videos & Tools

Discover tutorials, health and surgery videos, games, and quizzes



### Medical Tests

Share MedlinePlus



A conversation about colorectal cancer doesn't have to be uncomfortable.

It could even save your life.

1

2

3

4

II

### Tweets by @MedlinePlus



MedlinePlus.gov  
@medlineplus



Autism spectrum disorder (ASD) affects how

### Stay Connected

Sign up for the My MedlinePlus newsletter

GO

# MEDLINEPLUS TOPIC PAGES

Opioid Abuse and Addiction

Heart Diseases

Depression

Health Insurance

Diabetes

Oral Health

Asthma

Alcohol

Caregivers

Parenting

Bereavement

Homeless Health Concerns

Domestic Violence

Teen Health

Seniors' Health

Native American Health



# MEDLINEPLUS- AVAILABLE ON ANY DEVICE



[Home](#)[Provider Info](#)[A-Z Index](#)[Data Viz](#)[A](#) [A](#) [A](#)

## Search for Patient Education Materials

Find multilingual, multicultural health information and patient education materials about health conditions and wellness topics. Learn about diseases, causes, symptoms, treatment, and prevention. Materials may be available as printable documents, audio, and video.

Search

All Languages ▾

All Formats ▾

All Authors ▾

# HEALTHREACH

[HealthReach](https://healthreach.nlm.nih.gov/)[\(https://healthreach.nlm.nih.gov/\)](https://healthreach.nlm.nih.gov/)



National collaborative partnership that created a database of multilingual patient education materials

Materials developed by hospitals, clinics, community health centers, government agencies, academic institutions, etc.

For use by providers who work with those who speak a language other than English.



[HealthReach Homepage](https://healthreach.nlm.nih.gov/) (<https://healthreach.nlm.nih.gov/>)

# SELECTION CRITERIA

Before inclusion in the HealthReach database, all resources are reviewed to ensure they meet the following criteria:

- The resource must be evaluated by a medical professional
- The resource must be free and require no registration
- The primary purpose of the resource must be for education
- Authorship and/or sponsorship of resource is clearly identified
- Authors provide copyright information





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Search

All Languages ▾

All Formats ▾

All Authors ▾

## Featured Resources

### Opioid Misuse and Addiction Resources **NEW**

In response to the current opioid crisis, the National Library of Medicine partnered with [Healthy Roads Media](#) to produce a collection of materials that teach people about opioids and opioid misuse. The collection has 22 easy-to-read handouts, videos, and audio recordings in English and Spanish.

#### Opioids

1. [Basics](#)
2. [Pain](#)
3. [Prescription opioid medicines](#)
4. [Opioid pain medication management](#)
5. [What you should know if your child is prescribed opioids for pain](#)
6. [Getting rid of unused opioids](#)





Welcome to

# TOXTOWN

Tox Town provides consumer-level information on everyday locations and situations where you might be exposed to toxic chemicals. This site will help you better understand risks of exposure, potential health effects, and how to protect yourself.

TOXTOWN

[ToxTown Page](https://toxtown.nlm.nih.gov/)

(<https://toxtown.nlm.nih.gov/>)

# ToxTown

ENVIRONMENTAL HEALTH CONCERNS AND TOXIC  
CHEMICALS WHERE YOU LIVE, WORK, AND PLAY

## Provides information on:

- Everyday locations where you might find toxic chemicals
- Non-technical descriptions of chemicals
- Links to reliable chemical information on the Internet
- How the environment can impact human health

## Developed for:

- The general public
- Community leaders
- Educators
- Students above elementary-school level



[ToxTown Homepage](https://toxtown.nlm.nih.gov)

(<https://toxtown.nlm.nih.gov>)

# TOXTOWN TOPICS

## Sources of Exposure

Agriculture  
Air Pollution  
Construction  
Drinking water  
Fuel industry  
Noise pollution  
Power Plants  
Urban Sprawl

## Chemicals & Contaminants

Asbestos  
BPA  
Carbon dioxide  
Lead  
Particulate matter  
Pesticides  
Radon  
Solvents

## Diseases & Conditions

Asthma  
Birth defects  
Cancer  
Heart disease  
Learning disabilities  
Reproductive health



# Tox Town

ENVIRONMENTAL HEALTH CONCERNS AND TOXIC  
CHEMICALS WHERE YOU LIVE, WORK, AND PLAY



U.S. National Library of Medicine

[Sources of Exposure ▼](#)[Chemicals & Contaminants ▼](#)[Diseases & Conditions](#)[Key Concepts & Glossary](#)[Community Action Tools](#)[Tools for Teachers](#)

Welcome to

# TOX TOWN

Tox Town provides consumer-level information on everyday locations and situations where you might be exposed to toxic chemicals. This site will help you better understand risks of exposure, potential health effects, and how to protect yourself.

# Website speed dating!

You got a handout when you came in

Use your laptop/ cell phone to answer the question

There are iPads if you need to borrow one

We will regroup when everyone is done



**MEDLINEPLUS  
HEALTHREACH  
TOXTOWN**

# POLL: WHAT RESOURCE DO YOU THINK WILL BE MOST USEFUL TO YOU MOVING FORWARD?

A. MedlinePlus

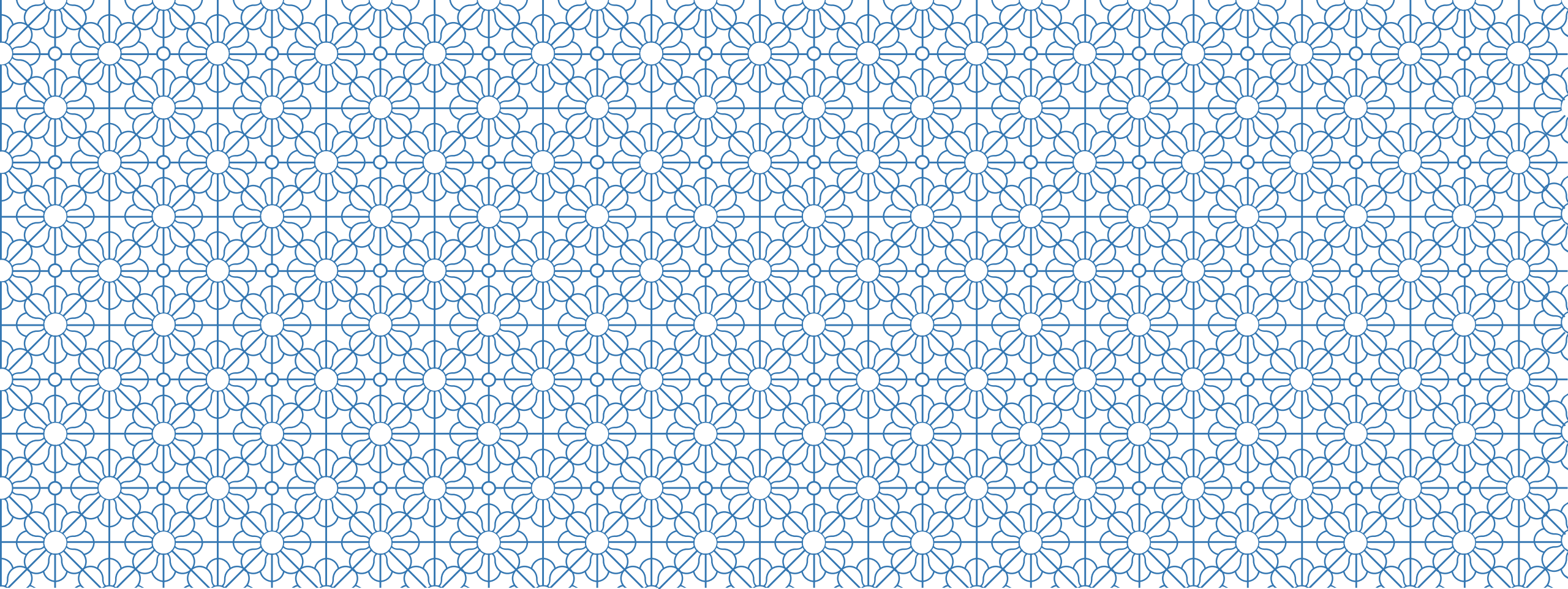
B. HealthReach

C. ToxTown

WHAT DID YOU FIND?







# HOW TO CHWS USE NLM RESOURCES?

*Different areas, different  
uses...*

# MATERNAL HEALTH RESOURCES FOR HOME VISITING DOULAS

- The Doula By My Side Program at the Pettaway Pursuit Foundation in PA provided training on the use of MedlinePlus and LactMed to locate maternal and child health information
- Training allowed them to provide peer-to-peer information support during home visits for those with high risk pregnancies



# CHW TRAINING IN NORTHEASTERN PA

- The Northeast PA Area Health Education Center integrated the use of MedlinePlus into their 100-hour CHW training curriculum
- The purpose was to provide training for CHWs to find trusted health information when working in their communities





# PROMOTORAS IN TUSCON

- The University of AZ Health Sciences Library worked with Community Health Workers/ Promotoras that work along the U.S.-Mexico border
- Provided awareness and brainstorming around the social determinants of health and introduced NLM resources for use in the community
- The curriculum integrated pop culture and music as educational methods

MEDICAL REFERENCE SERVICES QUARTERLY  
2017, VOL. 36, NO. 1, 32-41  
<http://dx.doi.org/10.1080/02763869.2017.1259901>

 **Routledge**  
Taylor & Francis Group

## A New Approach to Health Literacy: Working with Spanish Speaking Community Health Workers

Yamila M. El-Khayat

University of Arizona Health Sciences Library, Tucson, Arizona, USA

### ABSTRACT

This case study describes the integration of pop culture, music, and scenarios into a consumer health curriculum for community health workers (CHW)/Promotoras De Salud of Hispanic/Latino descent. The class goal is to ensure that participants learn about reliable health resources and how to use them when reaching out to their clientele. This interactive approach to teaching consumer health information was something that evolved after teaching this topic for many years and finding the need to reach the CHW population and enhance their learning experience of health information.

### ARTICLE HISTORY

Received 1 August 2016  
Revised 30 September 2016  
Accepted 6 October 2016

### KEYWORDS

Community health workers; consumer health; cultural competence; culture; Hispanics; Latinos; popular music; reliable health information

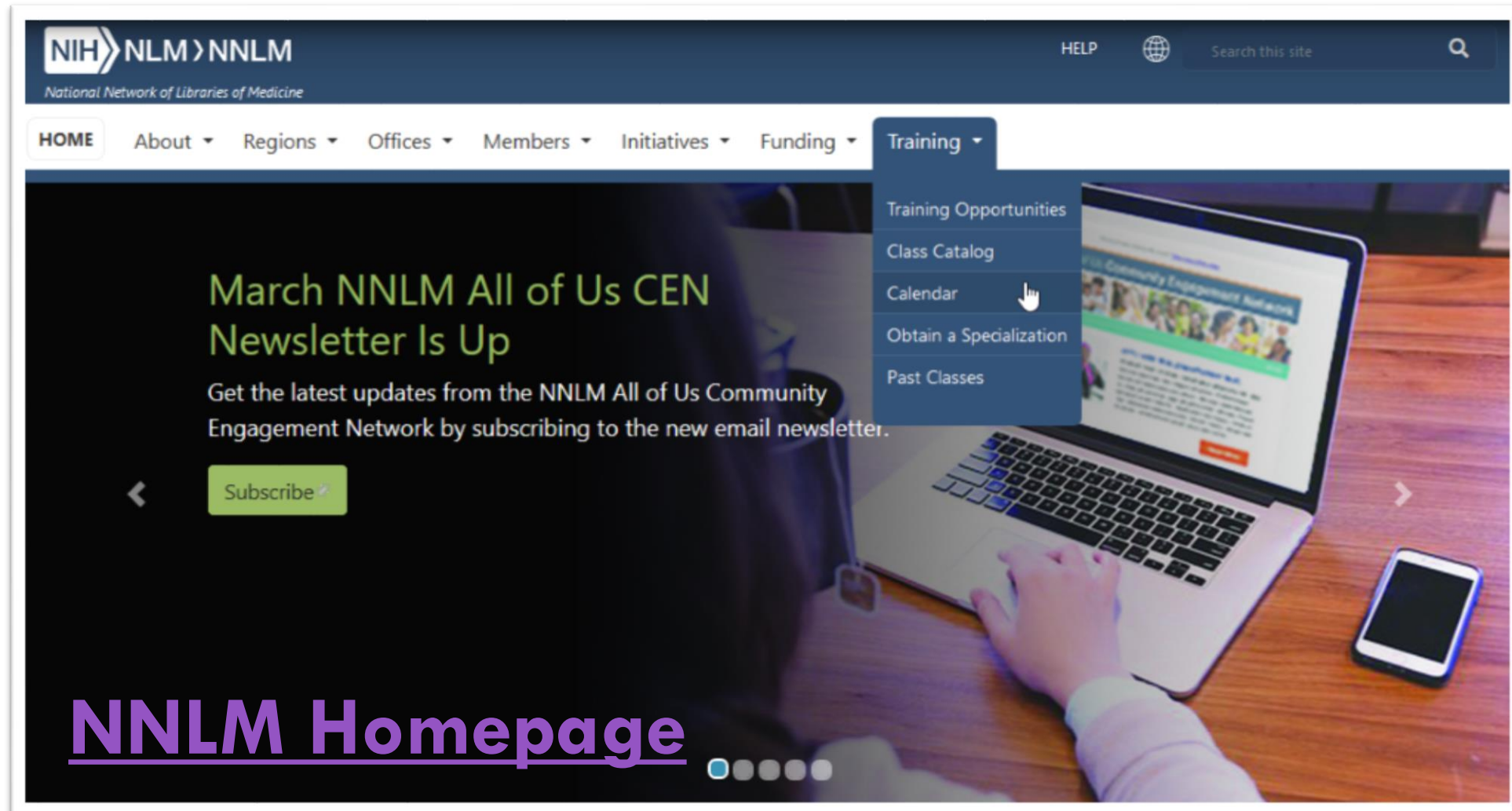
### Introduction

The University of Arizona Health Sciences Library has had an enduring reputation with the people of the state of Arizona through their outreach efforts. The mission statement of the library is committed to improve the prospects and enrich the lives of the people of Arizona and the world through

LET'S TAKE A LOOK AT THE PROMOTORAS  
PROGRAM...

[Link to Promotoras video](#)

# DO YOU WANT MORE INFORMATION?



# QUESTIONS?

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<https://nnlm.gov/mar>

*Developed resources reported in this presentation are supported by the National Library of Medicine (NLM), National Institutes of Health (NIH) under cooperative agreement number UG4LM012342 with the University of Pittsburgh, Health Sciences Library System. The content is solely the responsibility of the authors and does not necessarily represent the official views of the National Institutes of Health.*